

Red River Cultural District

**June 2 Music Commission
PROGRESS UPDATE**



**RED RIVER
CULTURAL DISTRICT**

**AUSTIN, TEXAS
EST 2013**

Why Are We Here

- Our direction is to advance, preserve, and celebrate the authentic Austin cultural experience, as embodied by the music venues, bars and creative spaces that thrive on Red River
- Our hope is to build awareness through collaboration between businesses in the RRCD and the City.
- Our goals are to improve our environment (safety, aesthetics, and connectivity), act as a neighborhood organization serving our core values, and offer our businesses an opportunity to grow and succeed.

What We've Done

- Monthly stakeholder meetings with representatives from Holy Mountain, Cheer Up Charlies, Beerland, Elysium, Red7, Empire, Mohawk, and Austin Music People all in attendance.
- Worked together to prevent a water shutoff that would have severely affected the businesses in the area.
- SXSW Cares call to action.

Loading / Unloading Zones

- Request two new loading / unloading zones
 - South side of 7th St from Red River to Sabine
 - West side of Red River, sound bound lanes
- Loading / unloading zones to be treated as commercial loading zones, benefitting vendors and musicians.

7th St Loading Zone



Eastbound 7th St

6 lanes: 2 parking lanes on each side, 4 traffic lanes.

During SXSW, south-most traffic land coned off for loading and unloading.

Red River & 7th Loading Zone



Southbound Red River, 2 lanes.

EITHER: West-most lane designated loading / unloading zone.

OR: Level 8 feet of space between sidewalk and road and create a new land for loading / unloading zone.





Hotel Indigo construction at Red River and 9th St

Same sidewalk construction as Red River and 7th St

Red River & 9th Loading Zone



Mystery “Bus Stop” at Red River and 9th St

No bus stops here, signed as “No Parking: Bus Stop”

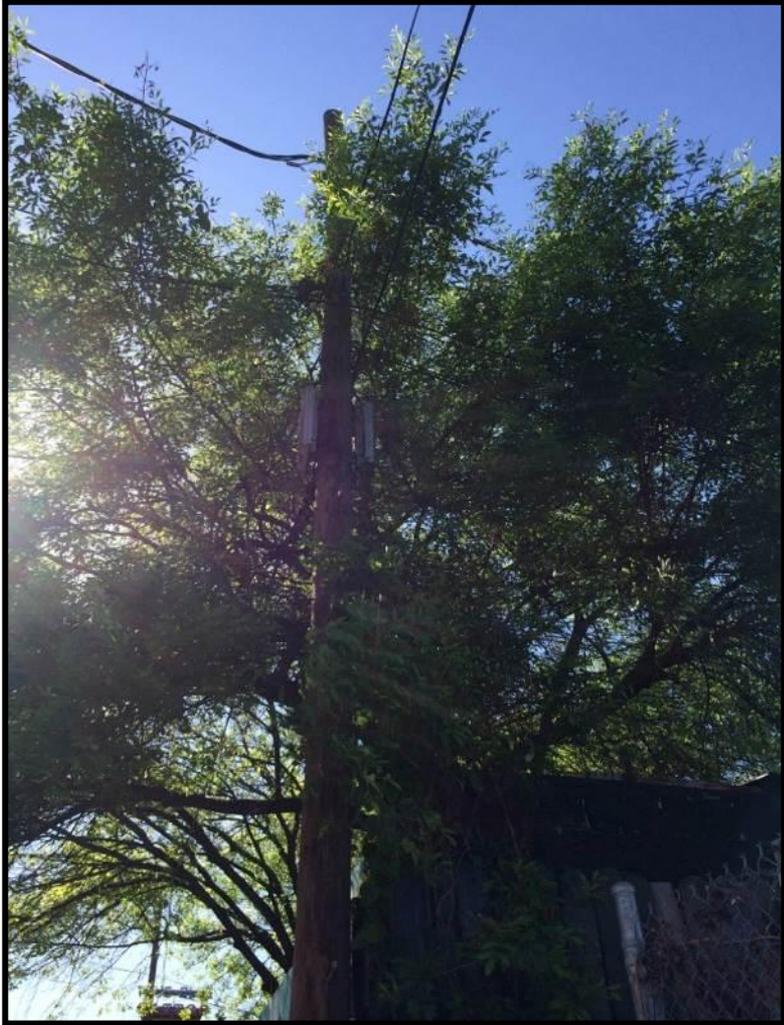
Future loading / unloading zone?



Public Works concerns

- Sidewalks
 - Sidewalks in district are in bad shape
 - Unsafe due to numerous cracks and unevenness
 - Altogether unwelcoming
- Bike racks
- Planter boxes and other basic landscaping
- Park benches
- Improvement of CapMetro bus stops
 - E-Bus stop at Red River and 7th St

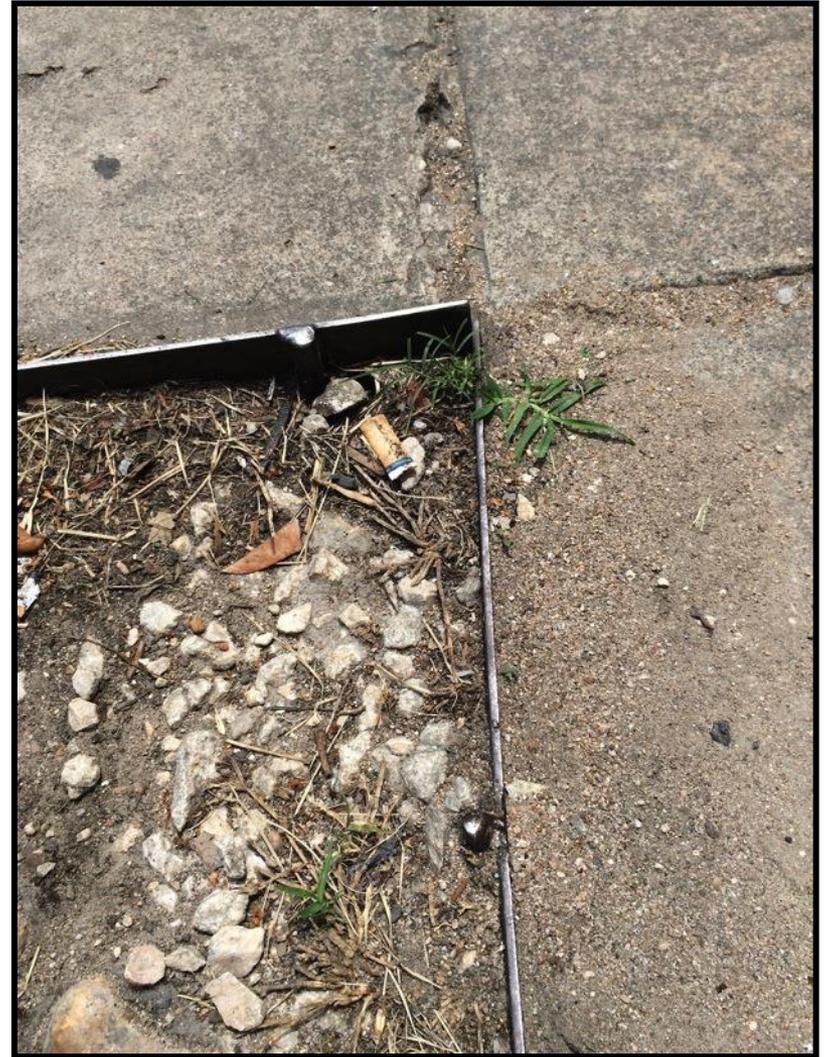
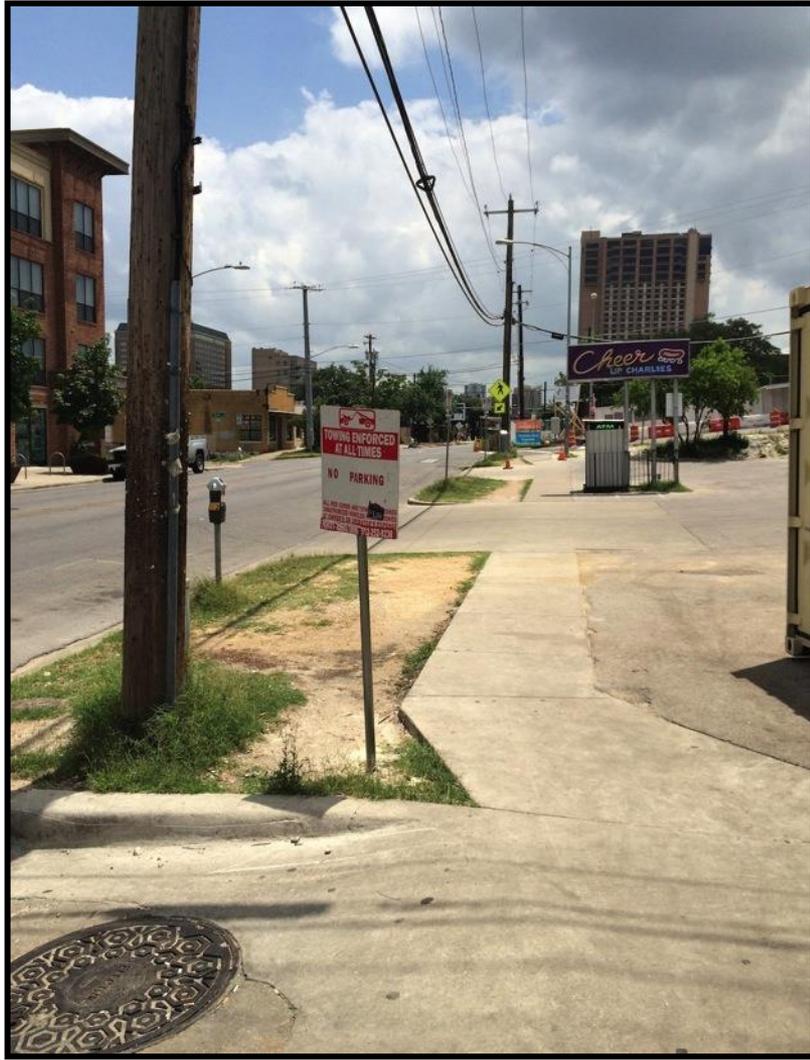












Safety of Our Customers

- Working with ATX Safer Streets on ways to help our customers make better choices by presenting options available to them.
 - Posters in venues with numbers for cabs, details on how to get overnight parking tickets refunded, pseudo-cab options, CapMetro e-bus locations, etc.

Future Goals

- RRCD BLOCK PARTY and ribbon cutting ceremony.
- Street signs, banners, and a mural on the side of Elysium.
- RRCD Volunteer Day – a district wide clean up event.
- James Moody: “Statue of Danzig riding a dragon welcoming visitors to the RRCD”
- Neighborhood association, serving our core values through a positive and experienced political voice.